

# Digital Health in 2022: Data, Trends & Opportunities

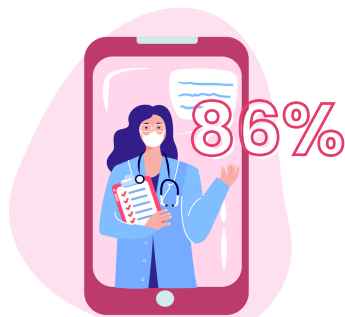
The COVID-19 pandemic has pressured healthcare professionals to adopt new ways of working, propelling digital solutions into mainstream healthcare. Canadians are quickly becoming “healthcare consumers” who are demanding user-friendly online solutions from the healthcare industry—with the expectation that it will prevail long after the pandemic ends. Health organizations that don’t develop their Digital Front Door now will be left behind in the future.

## The Rise of Virtual Care

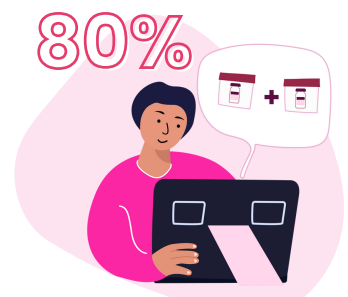
*Canadians are more interested in digital health than ever before...*



90% say they want access to digital health technologies—believing it leads to better care.



86% said they saved valuable time and 81% said they saved money through virtual visits.



80% say they would switch providers for “convenience factors” alone.

## Not just a trend: Virtual care is here to stay

Canadians want access to digital services that allow them to better manage their health. Rapid investments, the change in patient behaviour and expectations, along with the need for organizations to implement efficient processes, have placed a greater emphasis on the “Digital Front Door.” It’s clear that virtual care is more than just a trend; it’s here to stay. It will continue to evolve and play an important role in how the public accesses and receives care, now and in the future.



## How Can Health Systems Get Through the Digital Front Door?

*A robust Digital Front Door strategy empowers patients, simplifies care delivery, and improves the health and happiness of communities.*



### Incorporate Virtual Visits

To meet the growing needs of health consumers, clinics should provide high-quality care through easy-to-use platforms that protect the privacy and security of personal health information.



### Leverage Online Appointment Booking

Booking, re-bookings, cancellations, reminders, and follow-ups can easily be managed online without the costly, time-consuming, and frustration with manual appointment setting.



### Reimagine the Waiting Room Experience

Virtual waiting rooms helps end “hallway healthcare” as patients can check-in for appointments, complete paperwork and get notifications electronically, improving the patient experience.

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## Open the Door to a Streamlined, Coordinated Health Experience.

See how EMPOWER Health helps Health Teams get through the Digital Front Door at

<https://info.empower.ca/oht/>